

Business Intelligence and Performance Analytics

LiveVox's Business Intelligence vs. Microsoft's Power BI



No lengthy data integration projects



Out-of-the-box multichannel analytics



A lower total cost of ownership

We've done the hard data work for you

When it comes to creating and implementing effective business intelligence and performance analytics solutions, 80-90% of the work is data preparation. That's because there are so many steps you need to take to turn raw data into something useful for your business' decision making.

These steps include:

- **Stitching together data from different sources** and ensuring that it accurately ties together and back to your customers.
- **Structuring the data** in a way that allows you to pull it into your visualization platform.
- **Creating useful, reliable metrics** that are relevant to your business.

With Power BI you will have to manage these steps yourself, and possibly need to hire a consultant. This will most likely be a very time-consuming and expensive process.

LiveVox has already done all of this hard work for you. Our platform's unified data model ensures that our BI tool provides immediate access to comprehensive multichannel insights out-of-the-box. You can overlay these with data relating to every customer, every agent, your operations, business outcomes, and more. This will give you access to industry-leading insight at a fraction of the cost than if you had embarked on your own data integration project.

It's a more comprehensive solution and we manage it for you

LiveVox's BI is a comprehensive data and analytics solution that provides the following:

- **Data storage:** Data is stored securely on servers managed by us, with extensive back-up in the case of an incident.
- **Data management:** We ensure that raw data is structured correctly and is accurate, and up to date and that historical data is accessible and managed correctly.
- **ETL (Extract, transform, load):** The process by which data from multiple sources is extracted, transformed into a usable format, and then loaded into a visualization tool.
- **Data presentation:** The presentation and visualization of relevant data and reports that are usable by business decision-makers.

All of these functions are fully integrated into LiveVox's PCI-compliant platform and managed by us. We will be there for any support requests you might have.

Power BI is a powerful data visualization tool, but it does not include solutions for data management, storage, or ETL. You will have to manage these elements in-house, and to do so effectively will need data analysis and management expertise on your payroll. It also means it will fall on you to resolve any technical issues and accommodate version upgrades that occur anywhere on the network.

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LiveVox's BI tool provides smoother, faster access to business insights

While Power BI is a powerful visualization tool, it is also a general one. It is not purpose-built for your contact center or to understand your performance challenges. To make it work for your business, you'll need in-house data analysts to create and verify relevant metrics, and then use them to create reports, visualizations, and dashboards that are useful.

The two key differentiators LiveVox's BI tool in this area are:

- It is part of, not an addition to, your contact center platform.
- It has been created by and for contact center strategists.

We've already verified the metrics that are relevant to your business and formed them into something useful, providing you with a real-time, 360-degree view of your contact center. LiveVox BI includes:

- 150+ out-of-the-box reports, tailored to the needs of a modern contact center.
- The ability to create reports yourself, via a user-friendly drag-and-drop interface, so you can ask questions about your business quickly, without the need to sift through and manage the underlying data.

With LiveVox the total cost of ownership is lower

LiveVox's BI tool costs \$25 per month per agent and caps at a maximum of \$7,500 a month. Power BI pricing does not take into account the extra money, time, and resources it will cost you to gain business insights, including:

- Data integration and preparation
- Data storage
- Data management
- The extract, transform, load process

LiveVox's BI tool includes all of these at no extra cost and, because of the tool's simplicity, you won't need to have a dedicated analyst on your payroll to use it. Finally, because it's native to the platform and designed for contact centers, it can be activated rapidly, giving you a faster speed-to-insight. This will empower you to implement new strategies faster and make the smart decisions that will move your bottom line.



The LiveVox BI Tool is something I used to dream about. It provides me with a unique competitive advantage by enabling faster access to my data for intelligent business decisions."

— Mike Brunken,
Vice President of Operations, **NetTel USA**